

To Whom This May Concern:

I am a big fan of many local artists in the Dallas and Fort Worth area. As a kid, I can remember riding in the car listening to not only mainstream artist, but many artist that are not known outside the Dallas city limits. For the past five years, I have seen a decline in radio stations promoting local artists. There are still a lot of regional artists trying to "break-through", but the publicity and recognition from radio stations is weak. Stations like KDGE in Dallas, Texas use to play local artist mixed with mainstream artist, but now you can tell these stations are selling their airways to big, nationally known record labels to promote their music. The price tag to promote music at these station are so high now, many local artist and small record label cannot pay.

Many regions across American have different taste in music. The country music in Texas, for example, sounds different than in places like Tennessee. I realize local artist play music based on what the people in the area would like hear, because they are also products of their environment. They are part of the "public at large" because they grew up in the area and they know what kind of music the public likes and dislikes. We must not lose our radio stations to mainstream otherwise the public would loose their connection to rest of the community. This connection is not only expressed through just news and information, but it is also through our music because it can also explain who we are and our environment.

Selena, Freddie King, and The Spin were all known in Texas before even reaching mainstream status. If these musicians started their careers today, they would have a less chance to reach fame and recognition in Texas or anywhere. Many local artists music style is based on where they grew up and their environment. Many musicians consider the place they started off in music as their "roots". All of this is dying, as there are loopholes that would let big record labels dump large amount of money to our radio stations keeping our local artist off the air.

I cannot believe we are considering creating rules and regulations just to make sure our stations serve the public. Some stations in Dallas have seen a decline from listeners as they shift away from public interest, and that should be enough for station owners to know that localism is what the public wants, whether it is news or music.

Merriam-Webster dictionary defines the word BROADCAST in broadcast as having ample extent from side to side or between limits. Radio stations broadcast to a limited areas and should be formatted in a way that would relate and represent the community they serve. Local music plays a huge role in our lives. Regional musicians evolved their music based on what the public wants to here. Many stations should play more music based on public interest and there is nothing a like local artist that knows what the public wants.

Thank you for you time,

Larry King

